

MEDIA AND PROMOTION STRATEGY FOR GLOFEE BUSINESS DEVELOPMENT IN DIGITAL ERA

Viola Tizita¹, Elisabeth Christine Yuwono², Vanessa Yusuf³

^{1,2,3}Program Studi Desain Komunikasi Visual, Fakultas Humaniora dan Industri Kreatif,
Universitas Kristen Petra

corresponding author email: tizitavio@gmail.com¹

Abstract

Coffee is a very popular drink among Indonesians because of its taste and aroma. With the increase in coffee consumption, coffee waste generated by coffee shops is also increasing. One of the efforts to reduce it is by recycling it into goods that have a sale value, namely ceramic glass. The coffee grounds are processed with clay material which is formed into coffee-scented ceramic cups. Glofee is a brand that promotes this idea by utilizing coffee grounds to make ceramic cups based on home industry. Glofee, which is a new brand, does not yet have a strong identity to compete with its competitors. Products from Glofee are still in the development stage and require clear branding and promotion to introduce Glofee and create brand awareness as a new brand. This design aims to create brand awareness and promotion for Glofee. To support this design, data was collected using interviews and SWOT analysis which then used a qualitative descriptive method. This design starts from creating a visual identity in accordance with the Glofee concept to product development in the form of ceramic glass. The World Changer is a concept idea that will be used in all media made from the Glofee brand.

Keyword: Glofee, Tableware Ceramics, Branding, Media, Creative

INTRODUCTION

Coffee is a very popular drink among Indonesians because of its taste and aroma. This drink has been loved by people of all ages for generations. This condition is the same as abroad, most people like this drink, so the term coffee break is still used today to mark break time or lunch time. This can be seen in coffee consumption in Indonesia which has increased almost fourfold since 1990 when coffee consumption amounted to 4.8 million 60kg bags of coffee in the 2019/2020 (Nurhayati-Wolff, 2022). This increase in consumption was driven by the interest of the younger generation in switching from tea to coffee. This shift in the interests of the younger generation has led to the mushrooming of coffee shops in Indonesia. Moreover, coffee shops are now not only a place to sell coffee, but have become a modernization need: as a place for social interaction, gathering of young people, a place for meetings, even a place for breakfast with ready-to-eat food. (Solikatun, Demartoto, & Kartono, 2015). Even though the COVID-19 pandemic requires people to carry out activities at

home, this has not stopped sales at coffee shops through online delivery service applications.

If coffee grounds are increasing, if they continue to accumulate, they will end up as waste which has a negative impact on society and the environment. Moreover, in various coffee shops in the city of Surabaya they just throw it away because they don't know who can process it. (Solange I. Mussatto, 2011) argues that coffee grounds can be harmful to the environment because they contain toxic substances such as caffeine, tannins, and polyphenols (Iqbal, Parwati, & Ginting, 2018) because they do not know the impact of coffee grounds on the environment, other organics. In fact, coffee grounds that are disposed of directly without being processed can have a negative impact when they end up piled up in a final disposal site (TPA). This can happen because according to BeKoffee Researcher Hector Nunes (2018) states that coffee grounds contain oil and other compounds that can create acid leachate, which can damage the surrounding soil

because it is increasingly acidic. Not only that, coffee grounds waste also produces greenhouse gases, namely methane. People often feel it is safe to dispose of coffee grounds together with garbage which can increase global warming (Kanniah, 2020).

Seeing this problem, one creative solution that can help solve it is the use of recycled coffee grounds as an ingredient for mixing clay to make ceramic cups. Recycling itself is a process to return waste that is no longer useful so that it can be used again (Hare, 1992). So that coffee grounds, which previously only served as waste, can be useful after being processed into a mixture of clay for the manufacture of ceramic cups. Besides being able to assist in solving environmental issues, the use of coffee grounds as a mixture of clay can be a breakthrough for new products that have environmentally friendly values. This product has the potential to be sold in the hope that it can directly convey the message not to dispose of coffee grounds directly so that it does not become waste, reduce and start recycling natural coffee waste which is more environmentally friendly, and convey that coffee grounds can be create attractive products. Therefore, this product innovation is considered suitable to be developed in the utilization of coffee grounds as a mixture for making ceramic glass.

RESEARCH METHOD

This design uses qualitative research methods, in the design methodology data collection and data analysis will be carried out. Primary data is data collected by the author based on original sources through interviews, questionnaires and observation. Secondary data will be carried out in a literature review by finding and collecting information through (books, journals) websites, articles, and social media. Secondary data is used to obtain supporting data regarding visual tastes and also visual data and content that supports design. This method is carried out with the aim of

gathering information about competitors and design references.

Secondary data includes library data via the internet or books, secondary data is used to obtain data related to the process of designing brand identity regarding visual theories, colors, fonts, layouts, logos, packaging, design of visual communication media. This method is carried out to get references or references in designing the required visuals and media. In the process of analyzing data using the SWOT analysis method, according to (Rangkuti, 2008) SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or a business speculation. These four factors form the acronym SWOT (strengths, weaknesses, opportunities and threats).

SWOT analysis according to (Cahyono, 2016) SWOT analysis is a strategic planning method used to evaluate Strengths, Weaknesses, Opportunities, and Threats in a project or a business speculation. And it can be applied by analyzing and sorting out the various things that affect the four factors. This SWOT analysis method is useful in helping to think about the design strategy that must be taken in the Glofee design.

FINDING(S) AND DISCUSSION

Glofee is a home industry-based business venture in the field of ceramic glass which is still in the design stage and has not yet been launched to the public, this makes Glofee a newcomer in the tableware business which already has many competitors with different uniqueness. As a newcomer in this business, Glofee needs a strong visual identity that can differentiate and provide uniqueness compared to competitors who have already entered this business. Apart from requiring a clear visual identity, Glofee also requires a branding strategy concept to be applied to its product designs, especially ceramic glass designs and illustrations and can create a strong impression on consumers'

minds. Glofee itself also needs the right promotional media so that people, especially the target audience, are aware of Glofee's existence and also the advantages possessed by Glofee. Therefore, the design of the branding concept is aimed at creating Glofee products and introducing Glofee to the public so that they can build brand awareness as a handmade ceramic glass product made from coffee grounds which can also provide education about the dangers of coffee grounds waste. Branding is designed in such a way as to be able to form a strong and acceptable brand image in society and differentiate it from other competitors with the same or similar business. Table 1 below is the result of the SWOT analysis obtained based on the internal and external factors of the brand.

Strength	<ul style="list-style-type: none"> • The absence of the same competitor's product • Original design • More affordable prices • Materials are easy to get • Green products • Opportunity for affordable production costs due to the use of recycled materials • Development of similar products (plates, bowls and others) • The product gives off a coffee aroma
Weakness	<ul style="list-style-type: none"> • Processing of manual products (handmade) • Restricted stock • Small Home industry • Don't have brand awareness yet because it's still new
Opportunity	<ul style="list-style-type: none"> • Market opportunities for handmade pottery made from coffee grounds in Indonesia • Trends in sustainable products • The gift-giving trend • Local brand collaboration
Threat	<ul style="list-style-type: none"> • Changes in market tastes • Other handmade pottery competitors • Increase in material and operational prices

Table 1. SWOT Glofee

The results of the SWOT analysis above are used in designing the identity and promotional media for Glofee. In addition to the SWOT analysis, interviews with the target audience were also held in a focus group discussion which is qualitative data that is important enough to find out the desires, interests, and some insights from the target audience. Through interviews, it can be concluded that the target audience likes to shop online because it is more practical, fast and easy. The majority of them prefer to buy tableware products for personal collections, gifts for relatives or family and to be self-rewards for themselves, besides that they are also more interested and feel trusted in making purchases after seeing the store's Instagram profile. In their daily lives, they often spend time going or gathering at coffee shops either to work or do assignments. Therefore, the problems and needs of the target audience can be seen so that the design this time is made in order to answer these needs and desires through a glass. Brand promotion will later be carried out online by seeing that the target audience is the millennial groupat dekat dengan teknologi modern.

Consumer Insight	Collecting and using ceramic cups is a unique way for the target audience to be grateful and proud for their achievements in life (self reward). This moment is obtained when the target audience is having me time, such as drinking coffee/tea or taking pictures of something.
Positioning	Natural and coffee-scented ceramic glass.
Brand Personality	A young lady (mid 20s) who is warm and caring, always there when her friends need her,
Brand Essence	<i>Coffee scented glass for your healing companion.</i>

Tabel 2. Glofee Branding Strategy

1. Design Concept and Design

The Glofee design concept is based on the message conveyed, namely ceramic cups made from coffee grounds as a healing companion for millennials. So

that the design concept taken is Natural, youthful and simple which creates a bold, casual, simple, inspiring brand identity. Natural means made of natural and safe ingredients. Youthful means friendly, warm and caring, while simple means simple and gives a relaxed impression. However, all design aspects still consider production costs because Glofee is a product that is still in the design stage, so the design must be economical and realizable.

1.1. Glass Design Concept

In addition to designing the identity needs for Glofee, this design also designs the shape of the glass that is sold and is in accordance with the concept of Glofee, namely natural and simple.



Picture.1 Glofee Glass Design

The 7cm x 8cm x 11 cm glass is made using a mixture of stoneware clay and coffee grounds waste powder. The natural impression is obtained from the glass coloring process without using additional dyes and only with glaze. The lower side is given a wood brown accent using foodgrade acrylic paint. The glass area is given coffee powder granules as its own uniqueness.

2. Visual Media Concept

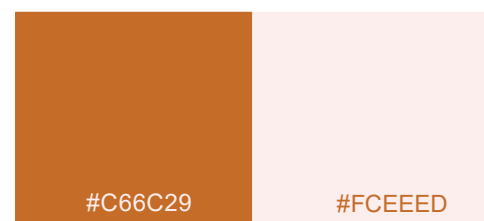
2.1. Illustration

In the visual concept, one of the important things is the illustration used in the design. Illustration will not only be a visual, but also a personality and brand identity. In the Glofee design, the illustrations chosen are about nostalgic childhood memories for the millennial generation target audience. This illustration was created following the childhood experiences of the target audience, especially the Indonesian people. Those memories are implemented in the illustrations on the Glofee glass.



Picture 2. Glass Illustration

2.2. Color Palette



Picture 3. Color Palette

Light pink color symbolizes femininity and youth. The brownish-orange color symbolizes naturalness and optimism. Here is the Glofee color palette.

2.3. Font

Has an important role in creating a brand. Glofee uses 2 typefaces in the design to give a friendly and casual impression and high legibility. Glofee uses the Bright Regular font as the

main font, while the Etheline Sans Regular font is used as a supporting font in this design.



Picture 4. Font Bright



Picture 5. Font Etheline Sans regular

2.4. Logo



Picture 6. Logo Glofee

The logo design is made simple and dynamic, the logo consists of a logogram and logotype. The logogram is inspired by the shape of a glass and a smile face. The logo is made with a monoline type to give a simple impression and slightly rises to accentuate the impression of sound.

2.5. Merchandise



Picture 7. Sticker and Thank you Card

Merchandise in the form of stickers, thank you cards, information cards, shipping labels, character cards are also designed according to Glofee's identity.



Picture 8. Character Card



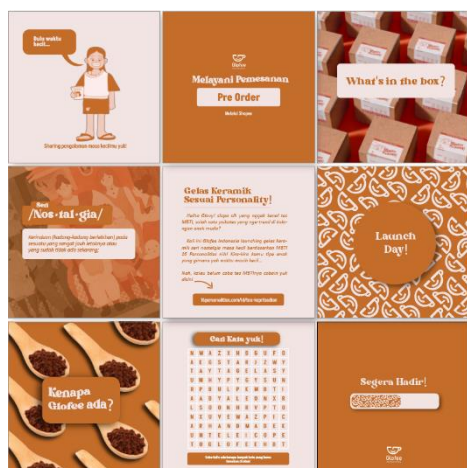
Gambar 9. Shipping Label and Packaging

For packaging from Glofee itself, it uses biodegradable materials from cardboard so that it is more environmentally friendly and helps bring change to the world. In making a distinction and providing Glofee identity, a label sticker will be added to the packaging to seal the packaging and as an identity.



Picture 10. Information Product Card

2.6. Promotion Media



Picture 11. Instagram Feeds

For promotional media and business profiles use Instagram media because the target audience is very close to Instagram media. Instagram is used as a brand introduction, a place to sell and carry out promotions. The following is a design from Instagram starting from introduction to ordering for the purchase of Glofee glasses.

CONCLUSION

Glofee is a new tableware brand with the concept of natural ceramic cups made from coffee grounds as its message. As a new brand, brand awareness is needed so that Glofee can develop even more in the future. This design was created to help establish a strong identity for Glofee as a brand that wants to bring about a more sustainable environmental change through recycling coffee grounds. This design was made starting from glass designs, logos, thank-you cards, stickers, shipping labels, packaging, character cards, color palettes, illustrations, as well as content design for Instagram Glofee social media feeds. The concept of the Glofee design itself is natural, youth and simple to give a natural impression but in a relaxed way to suit the target audience of Glofee

REFERENCES

Cahyono, P. (2016). Implementasi Strategi Pemasaran dengan Menggunakan Metode SWOT dalam Upaya

Meningkatkan Penjualan Produk Asuransi Kecelakaan dan Kematian pada PT.Prudential Cabang Lamongan. *Penelitian Ilmu manajemen*, 2502-3780.

Hare, T. (1992). *Daur ulang* (Vol. I). Jakarta: Rosda Jayaputra.

Iqbal, M., Parwati, W. D., & Ginting, C. (2018). PENGARUH AMPAS KOPI SEBAGAI PUPUK ORGANIK DAN DOSIS DOLOMIT TERHADAP PERTUMBUHAN BIBIT KELAPA SAWIT DI PRE – NURSERY. *Agromast*, 7-8.

Kanniah, J. C. (2020, September 16). *What Happens To Coffee Grounds After They're Used?* Retrieved from Perfect Daily Grind: <https://perfectdailygrind.com/2020/09/what-happens-to-coffee-grounds-after-theyre-used/>

Nurhayati-Wolff, H. (2022, November 17). *Statista*. Retrieved from Statista: <https://www.statista.com/statistics/314982/indonesia-total-coffee-consumption/>

Rangkuti, F. (2008). *nalisis swot teknik membedah kasus bisnis : reorientasi konsep perencanaan strategis untuk menghadapi abad 21*. Jakarta: Gramedia Pustaka Utama.

Solange I. Mussatto, L. F. (2011). Extraction of antioxidant phenolic compounds from spent coffee grounds. *Science & Direct*, 173-179.

Solikatun, S., Demartoto, A., & Kartono, D. T. (2015). PERILAKU KONSUMSI KOPI SEBAGAI BUDAYA MASYARAKAT KONSUMSI (STUDI FENOMENOLOGI PADA PEMINUM KOPI DI KEDAI KOPI KOTA SEMARANG). *Jurnal Analisa Sosiologi*, 2-3.